

2021-2022

SEASON

8 & UNDER MEMBERSHIP REPORT



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PARTICIPATION + RETENTION OVERVIEW

The 8 & Under Membership Report highlights the USA Hockey entry level program at the National, Affiliate, and Association levels. The 8 & Under age group is the Key Performance Indicator (KPI) for USA Hockey membership, and this report shares metrics from previous seasons to share insights on growth goals for the upcoming season.

The USA Hockey Program Services Team provides resources and tools to help local associations grow their 8 & Under program, which can be found on www.usahockey.com/programservices.

POST COVID REBOUND

USA Hockey registrations at 8U rebounded strongly in the 2021-22 season from the COVID-19 Pandemic. Year-over-year growth was driven by a robust in-flow of NEW players as well as solid loyalty in terms of RETAINED players in delivering 119,459 8U registrations, up +26.3 percent over 2020-21 results. The 59,647 NEW registrants in 2021-22 represents the largest in-flow of NEW players at 8U in USA Hockey's history while RETAINED players remained relatively flat from year to year – off only 1.5 percent versus prior season.

The overall increase over the 2020-21 season was driven entirely by NEW registrants; an indicator that pent-up demand for those seeking to try hockey for the first time was realized in the form of record NEW sign ups. Just as important to achieving long-term growth was the resilience shown around returning or RETAINED players.

The RETAINED numbers are always directly tied to the health of NEW registrants from the previous season. An increase in NEW players one season will almost certainly result in an increase in RETAINED players the next. The fact that the RETAINED numbers were relatively stable underscores a deep loyalty to the sport from its participants, even at entry levels. The strong showing from NEW players in 2021-22 is a positive sign for the 2022-23 season as it is likely that the number of retained players will increase next season – a post-Olympic season which can also help fuel even more growth around NEW players and provides optimism for overall growth at 8U in 2022-23 and beyond.

BOYS BOUNCE BACK – GIRLS GROW BOTH NEW AND RETAINED

Overall 8U Boys grew by +19,107 or +25.4 percent versus 2020-21 with a slight decline in RETAINED Boys dropping by -1,313 or 2.7 percent. On the other hand, 8U Girls grew both NEW and RETAINED players, increasing the TOTAL (+29.9%), NEW (+66.2%) AND RETAINED (+3.8%) suggesting a healthy, pro-growth mix of players over the near term. The overall total and number of new players with Girls' participation is a record high.

RETENTION FROM ONE AGE TO THE NEXT: AFFILIATE LEVEL

	17-18	18-19	19-20	20-21	21-22
8 TO 9	1.4%	-2.1%	-2.9%	14.2%	5.2%
7 TO 8	-6.9%	-7.4%	41.6%	-15.6%	-13.3%
6 TO 7	-10.8%	8.8%	28.3%	-29.1%	34.4%
5 TO 6	4.6%	13.2%	1.3%	26.9%	7.1%
4 TO 5	-2.9%	-29.4%	141.7%	-20.7%	0.0%

ETHNICITY BREAKDOWN

Ethnicity Mix				
NATIONAL REGISTRATIONS - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaskan	0.92%	0.86%	0.70%	0.81%
Asian	2.33%	2.71%	1.56%	2.33%
Black/AA	0.71%	0.66%	0.56%	0.79%
Native Hawaiian	0.11%	0.15%	0.09%	0.13%
Hispanic/Latino	2.33%	2.53%	2.21%	2.90%
White (Non-Hispanic)	81.33%	80.96%	81.66%	78.38%
Two or more races	4.84%	5.04%	4.78%	4.55%
Other	0.66%	0.63%	0.57%	0.96%
Prefer not to answer	6.78%	6.47%	7.88%	9.15%

Ethnicity Mix				
IDAHO - 8U				
	2018-19	2019-20	2020-21	2021-22
American Indian/Alaska	0.80%	1.29%	0.79%	1.02%
Asian	2.66%	2.47%	0.47%	1.25%
Black/AA	0.40%	0.82%	0.31%	0.46%
Native Hawaiian	0.27%	0.35%	0.47%	0.23%
Hispanic/Latino	2.79%	3.29%	3.62%	3.87%
White (Non-Hispanic)	79.26%	80.49%	78.90%	75.54%
Two or more races	6.25%	5.05%	6.77%	5.12%
Other	0.80%	0.59%	1.10%	1.02%
Prefer not to answer	6.78%	5.64%	7.56%	11.49%

KEY TAKEAWAYS: NATIONAL LEVEL

- **8U BOYS & GIRLS**

- TOTAL increased by +24,877 or +26.3 percent
- NEW increased by +25,772 or +76.1 percent
- RETAINED decreased by -895 or -1.5 percent

BOYS & GIRLS_8U					
	17-18	18-19	19-20	20-21	21-22
TOTAL	122135	123303	121796	94582	119459
	5.6%	1.0%	-1.2%	-22.3%	26.3%
NEW	55769	55652	53799	33875	59647
	7.1%	-0.2%	-3.3%	-37.0%	76.1%
RET	66366	67651	67997	60707	59812
	4.3%	1.9%	0.5%	-10.7%	-1.5%
LOST	22985	26026	27373	32617	15926
	18.7%	13.2%	5.2%	19.2%	-51.2%

- **8U BOYS ONLY**

- TOTAL increased by +19,107 or +25.4 percent
- NEW increased by +20,420 or +79.2 percent
- RETAINED decreased by -1,313 or -2.7 percent

BOYS_8U					
	17-18	18-19	19-20	20-21	21-22
TOTAL	99605	99946	98129	75314	94421
%	5.5%	0.3%	-1.8%	-23.3%	25.4%
NEW	44054	43662	42126	25793	46213
%	-4.7%	-0.9%	-3.5%	-38.8%	79.2%
RET	55551	56284	56003	49521	48208
%	15.2%	1.3%	-0.5%	-11.6%	-2.7%
LOST	17515	19838	21016	25331	11914
%	47.0%	13.3%	5.9%	20.5%	-53.0%

- **8U GIRLS ONLY**

- TOTAL increased by +5,769 or +29.9 percent
- NEW increased by +5,349 or +66.2 percent
- RETAINED increased by +420 or +3.8 percent

GIRLS 8U					
	17-18	18-19	19-20	20-21	21-22
TOTAL	22532	23359	23665	19269	25038
%	-10.0%	3.7%	1.3%	-18.6%	29.9%
NEW	11717	11992	11673	8085	13434
%	-12.8%	2.3%	-2.7%	-30.7%	66.2%
RET	10815	11367	11992	11184	11604
%	-6.8%	5.1%	5.5%	-6.7%	3.8%
LOST	5471	6189	6360	7287	4012
%	36.4%	13.1%	2.8%	14.6%	-44.9%

KEY TAKEAWAYS: AFFILIATE LEVEL

BOYS & GIRLS

- TOTAL increased by +244 or +38.4%
- NEW increased by +229 or +91.2%
- RETAINED increased by +15 or +3.9%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22
TOTAL	516	759	851	635	879
	-11.8%	47.1%	12.1%	-25.4%	38.4%
NEW	197	441	409	251	480
	-18.6%	123.9%	-7.3%	-38.6%	91.2%
RETAINED	319	318	442	384	399
	-7.0%	-0.3%	39.0%	-13.1%	3.9%
LOST	103	77	173	284	135
	10.8%	-25.2%	124.7%	64.2%	-52.5%

BOYS

- TOTAL increased by +195 or +40.4%
- NEW increased by +175 or 93.6%
- RETAINED increased by +20 or +6.8%

GIRLS

- TOTAL increased by +49 or +32.2%
- NEW increased by +54 or +84.4%
- RETAINED decreased by -5 or -5.7%

BOYS_8 & UNDER_ SUMMARY						GIRLS_8 & UNDER_ SUMMARY					
	17-18	18-19	19-20	20-21	21-22		17-18	18-19	19-20	20-21	21-22
TOTAL	414	596	665	483	678	TOTAL	102	163	186	152	201
	-11.7%	44.0%	11.6%	-27.4%	40.4%		-12.1%	59.8%	14.1%	-18.3%	32.2%
NEW	149	347	318	187	362	NEW	48	94	91	64	118
	-18.1%	132.9%	-8.4%	-41.2%	93.6%		-20.0%	95.8%	-3.2%	-29.7%	84.4%
RETAINED	265	249	347	296	316	RETAINED	54	69	95	88	83
	-7.7%	-6.0%	39.4%	-14.7%	6.8%		-3.6%	27.8%	37.7%	-7.4%	-5.7%
LOST	74	58	133	296	92	LOST	29	19	40	54	43
	8.8%	-21.6%	129.3%	122.6%	-68.9%		16.0%	-34.5%	110.5%	35.0%	-20.4%
BOYS TO GIRLS RATIO					77.1%						22.9%

GROWTH CHALLENGE

- TOTAL OVER-performed by +228
- NEW OVER-performed by +223
- RETAINED OVER-performed by +5

HAT TRICK GROWTH CHALLENGE			
21-22 GOAL	VS. GOAL	VS. ACT	22-23 GOAL
651	228	244	901
257	223	229	492
394	5	15	409
# OF ASSOCIATIONS			11
AVERAGE # PLAYERS/ASSOCIATION			79.9

ASSOCIATIONS

IDH0060 BOISE AMATEUR HOCKEY

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	261	11	133	13	120	122	138
NEW	131	2	82	3	79	80	85
RETAINED	130	9	51	10	41	42	53
LOST	79	194	4				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	219	8	109	TOTAL	42	3	24
NEW	111	1	68	NEW	20	1	14
RETAINED	108	7	41	RETAINED	22	2	10
LOST	69	166	4	LOST	10	28	0
RATIO BOYS TO GIRLS			82.0%				18.0%

BOISE WOMEN'S HOCKEY

IDH0017 ASSN

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	0	0	5	0	5	5	6
NEW	0	0	5	0	5	5	6
RETAINED	0	0	0	0	0	0	0
LOST	0	0	2				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	0	0	2	TOTAL	0	0	3
NEW	0	0	2	NEW	0	0	3
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	2
RATIO BOYS TO GIRLS			40.0%				60.0%

IDH0080 COEUR D'ALENE HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	85	104	114	108	6	10	118
NEW	48	53	56	55	1	3	58
RETAINED	37	51	58	53	5	7	60
LOST	11	9	24				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	71	91	96	TOTAL	14	13	18
NEW	39	48	44	NEW	9	5	12
RETAINED	32	43	52	RETAINED	5	8	6
LOST	8	8	20	LOST	3	1	4
RATIO BOYS TO GIRLS			84.2%				15.8%

IDH0008 IDAHO FALLS YOUTH HOCKEY

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	111	97	106	100	6	9	110
NEW	51	24	49	25	24	25	51
RETAINED	60	73	57	75	(18)	(16)	59
LOST	17	19	21				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	80	75	80	TOTAL	31	22	26
NEW	39	18	33	NEW	12	6	16
RETAINED	41	57	47	RETAINED	19	16	10
LOST	12	11	14	LOST	5	8	7
RATIO BOYS TO GIRLS			75.5%				24.5%

KOOTENAI YOUTH RECREATION

IDH0004

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	27	25	33	27	6	8	35
NEW	8	8	12	9	3	4	13
RETAINED	19	17	21	18	3	4	22
LOST	1	3	1				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	27	25	33	TOTAL	0	0	0
NEW	8	8	12	NEW	0	0	0
RETAINED	19	17	21	RETAINED	0	0	0
LOST	1	3	1	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

IDH0011 LEWIS CLARK AMATEUR HOCKEY ASSOC

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	26	34	36	36	0	2	38
NEW	9	15	14	16	(2)	(1)	15
RETAINED	17	19	22	20	2	3	23
LOST	14	2	5				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	19	25	27	TOTAL	7	9	9
NEW	8	12	10	NEW	1	3	4
RETAINED	11	13	17	RETAINED	6	6	5
LOST	9	1	3	LOST	5	1	2
RATIO BOYS TO GIRLS			75.0%				25.0%

IDH0003 MCCALL ICE SKATING ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	35	33	41	35	6	8	43
NEW	13	11	24	12	12	13	25
RETAINED	22	22	17	23	(6)	(5)	18
LOST	1	3	1				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	27	25	27	TOTAL	8	8	14
NEW	12	7	16	NEW	1	4	8
RETAINED	15	18	11	RETAINED	7	4	6
LOST	1	3	1	LOST	0	0	0
RATIO BOYS TO GIRLS			65.9%				34.1%

IDH0090 PALOUSE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	51	37	56	39	17	19	58
NEW	28	9	30	10	20	21	31
RETAINED	23	28	26	29	(3)	(2)	27
LOST	7	17	6				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	40	29	38	TOTAL	11	8	18
NEW	21	6	17	NEW	7	3	13
RETAINED	19	23	21	RETAINED	4	5	5
LOST	5	12	4	LOST	2	5	2
RATIO BOYS TO GIRLS			67.9%				32.1%

IDH0047 SALMON YOUTH HOCKEY

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	38	37	37	39	(2)	0	39
NEW	17	16	16	17	(1)	0	17
RETAINED	21	21	21	22	(1)	0	22
LOST	6	8	10				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	26	21	24	TOTAL	12	16	13
NEW	10	7	9	NEW	7	9	7
RETAINED	16	14	15	RETAINED	5	7	6
LOST	3	5	2	LOST	3	3	8
RATIO BOYS TO GIRLS			64.9%				35.1%

IDH0024

SUN VALLEY YOUTH HOCKEY

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	87	93	103	97	6	10	107
NEW	54	46	53	48	5	7	55
RETAINED	33	47	50	49	1	3	52
LOST	4	15	12				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	64	66	69	TOTAL	23	27	34
NEW	36	31	37	NEW	18	15	16
RETAINED	28	35	32	RETAINED	5	12	18
LOST	4	10	8	LOST	0	5	4
RATIO BOYS TO GIRLS			67.0%				33.0%

IDH0016

TETON VALLEY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				HAT TRICK GROWTH CHALLENGE			
	19-20	20-21	21-22	21-22 GOAL	VS. GOAL	VS. ACTUAL	22-23 GOAL
TOTAL	53	58	56	60	(4)	(2)	58
NEW	18	26	31	27	4	5	32
RETAINED	35	32	25	33	(8)	(7)	26
LOST	11	9	10				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	19-20	20-21	21-22		19-20	20-21	21-22
TOTAL	30	39	43	TOTAL	23	19	13
NEW	8	17	24	NEW	10	9	7
RETAINED	22	22	19	RETAINED	13	10	6
LOST	4	4	6	LOST	7	5	4
RATIO BOYS TO GIRLS			76.8%				23.2%